

Message Text

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ACTION CU-05

INFO OCT-01 EA-07 ISO-00 OPR-02 /015 W

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R 200320Z SEP 74

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 4692

INFO USIA WASHDC

UNCLAS TOKYO 12210

E.O. 11652: N/A

TAGS: SCUL, JA

SUBJECT: REQUEST FOR ASSISTANCE TO HOKKAIDO MUSEUM ART LOAN
PROPOSAL

SUMMARY: DEPARTMENT AND AGENCY ASKED SUGGEST SUITABLE
APPROACHES TO U.S. MUSEUMS FOR REPRESENTATIVE HOKKAIDO
SHIMBUN PLANNING VISIT U.S.A. MID-OCTOBER TO DISCUSS
POSSIBLE MAJOR LOAN SHOW OF 20TH-CENTURY PAINTING FROM
AMERICAN MUSEUM FOR OPENING OF NEW HOKKAIDO ART MUSEUM
IN NOVEMBER 1976. SUGGESTIONS ASKED BY SEPTEMBER 30.
END SUMMARY.

1. HOKKAIDO PREFECTURAL ART MUSEUM IS NOW BUILDING
MODERN NEW STRUCTURE IN SAPPORO WHICH DUE TO OPEN NOVEMBER
1976. HOKKAIDO SHIMBUN, IN CONJUNCTION WITH HOKKAIDO
PREFECTURAL GOVERNMENT AND MUNICIPALITY OF SAPPORO, HOPE
TO OPEN NEW BUILDING WITH MAJOR SHOW OF ART BORROWED FROM
AN AMERICAN MUSEUM. IF SATISFACTORY ARRANGEMENTS CAN BE
WORKED OUT, HOKKAIDO SHIMBUN (WHICH PRINCIPAL BACKER)
HOPES TO ARRANGE FOR CO-SPONSORSHIP BY ONE OR MORE OTHER
MAJOR REGIONAL PAPERS WITH WHICH IT COOPERTES. FULL
JAPANESE FINANCING WILL BE NO PROBLEM. THIS WOULD MAKE
IT POSSIBLE FOR SHOW TO BE DISPLAYED IN SUCH CITIES AS
FUKUOKA, KYOTO, KOBE OR NAGOYA IN ADDITION TO SAPPORO.
ARRANGEMENTS MIGHT INCLUDE EXCHANGE, WITH RETURN EX-
HIBITION OF JAPANESE ART AT COOPERATING U.S. MUSEUM.

2. HOKKAIDO SPONSORS ESPECIALLY INTERESTED IN 20TH

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CENTURY EUROPEAN AND AMERICAN PAINTING, FROM POST-

IMPRESSIONISTS THROUGH LIVING PAINTERS, WITH CUTOFF DATE AT OR CLOSE TO PRESENT DAY. THEY EMPHASIZE IMPORTANCE OF FIRST-CLASS COLLECTION INVOLVING WELL-KNOWN PAINTERS. EXHIBITION WOULD BE PRESENTED AS QUOTE MAJOR MODERN PAINTINGS FROM THE SUCH-AND-SUCH MUSEUM COLLECTION UNQTE OR SIMILAR PHRASING EMPHASIZING THE COOPERATING U.S. MUSEUM.

3. IN DISCUSSIONS WITH SAPPORO AMERICAN CENTER AND USIS IN TOKYO, HOKKAIDO SHIMBUN HAS STRESSED THAT THEY ESPECIALLY INTERESTED IN NEW YORK MUSEUM OF MODERN ART. POST HAS POINTED OUT THAT MOMA IS VERY BUSY INSTITUTION WITH MANY DEMANDS UPON ITS COLLECTION, AND A NUMBER OTHER FIRST-LINE U.S. MUSEUMS, INCLUDING GUGGENHEIM, PHILADELPHIA, CHICAGO, CLEVELAND, ETC., MIGHT BE IN POSITION TO EXPLORE POSSIBLE EXCHANGES WITH HOKKAIDO AND ITS ASSOCIATES. HOKKAIDO SHIMBUN REPS ANXIOUS TRY MOMA FIRST, BUT THEY WOULD PROBABLY BE EQUALLY HAPPY WITH OTHER GOOD MUSEUM.

4. EIJI SUZUKI, DIRECTOR, SPECIAL PROJECTS DEPARTMENT, HOKKAIDO SHIMBUN, PLANS VISIT TO U.S. FOR SEVEN TO TEN DAYS MID-OCTOBER TO EXPLORE POSSIBILITIES WITH MOMA AND OTHER U.S. MUSEUMS. HOKKAIDO SHIMBUN WASHINGTON REPORTER WILL ESCORT AND INTERPRET. SUZUKI EAGER HAVE ADVICE OF DEPARTMENT REGARDING (A) CHANCES OF EXCHANGE WITH MOMA OR (B) OTHER APPROACHES TO U.S. MUSEUMS WHICH MIGHT BE FRUITFUL. HE NOT EXPERIENCED ART SHOWS OR MUSEUM OPERATION, WILL CONCERN HIMSELF ONLY WITH GENERAL QUESTIONS. IF POSSIBILITIES APPEAR GOOD, HOKKAIDO MUSEUM CURATOR WOULD MAKE FOLLOWUP VISIT TO DISCUSS DETAILS. SUZUKI TENTATIVELY PLANNING VISIT WASHINGTON AND NEW YORK, PLUS PHILADELPHIA AND/OR BOSTON, BUT COULD TRAVEL ELSEWHERE IF TIME PERMITS.

5. EMBASSY WOULD APPRECIATE IT GREATLY IF DEPARTMENT AND AGENCY COULD ADVISE ON BEST APPROACH FOR SUZUKI TO TAKE. JAPAN SOCIETY AND CULCON MUSEUM EXCHANGE COMMITTEE MIGHT BE AMONG USEFUL SOURCES SUGGESTIONS. INTRODUCTIONS OR PRELIMINARY CONTRACTS ON BEHALF HOKKAIDO MUSEUM WOULD BE APPRECIATED IF POSSIBLE.

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YM THIS SEEMS EXCELLENT OPPORTUNITY OBTAIN WORTHWHILE EXPOSURE FOR AN AMERICAN ART INSTITUTION AND STIMULATE JAPAN-U.S. EXCHANGE IN THIS FIELD AT MINIMUM USG COST AND INVOLVEMENT SUZUKI HAD NOT THOUGHT OF BICENTENNIAL TIE-IN, BUT WOULD HAVE NO OBJECTION. FORTUITOUSLY, MANY HOKKAIDO INSTITUTIONS CELEBRATING THEIR CENTENNIALS ABOUT THIS TIME. IN VIEW ACTIVE AMERICAN INVOLVEMENT EARLY

STAGES DEVELOPMENT OF HOKKAIDO, CONNECTION COULD BE BOTH
NATURAL AND FAVORABLE.

7. EMBASSY REQUESTS DEPARTMENTS SUGGESTIONS FROM WASHINGTON
BY SEPTEMBER 30, SO THAT SUZUKI MAY COMPLETE TRAVEL PLANS PRIOR
DEPARTURE.
SHOESMITH

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ARTS, MUSEUMS, LOANS, CULTURAL EXCHANGES, CULTURAL EXHIBITS
Control Number: n/a
Copy: SINGLE
Draft Date: 20 SEP 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974TOKYO12210
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740264-0100
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740925/aaaaavhd.tel
Line Count: 122
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION CU
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: cunninfx
Review Comment: n/a
Review Content Flags:
Review Date: 19 APR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <19 APR 2002 by maustmc>; APPROVED <04 FEB 2003 by cunninfx>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: REQUEST FOR ASSISTANCE TO HOKKAIDO MUSEUM ART LOAN PROPOSAL
TAGS: SCUL, JA, US
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005